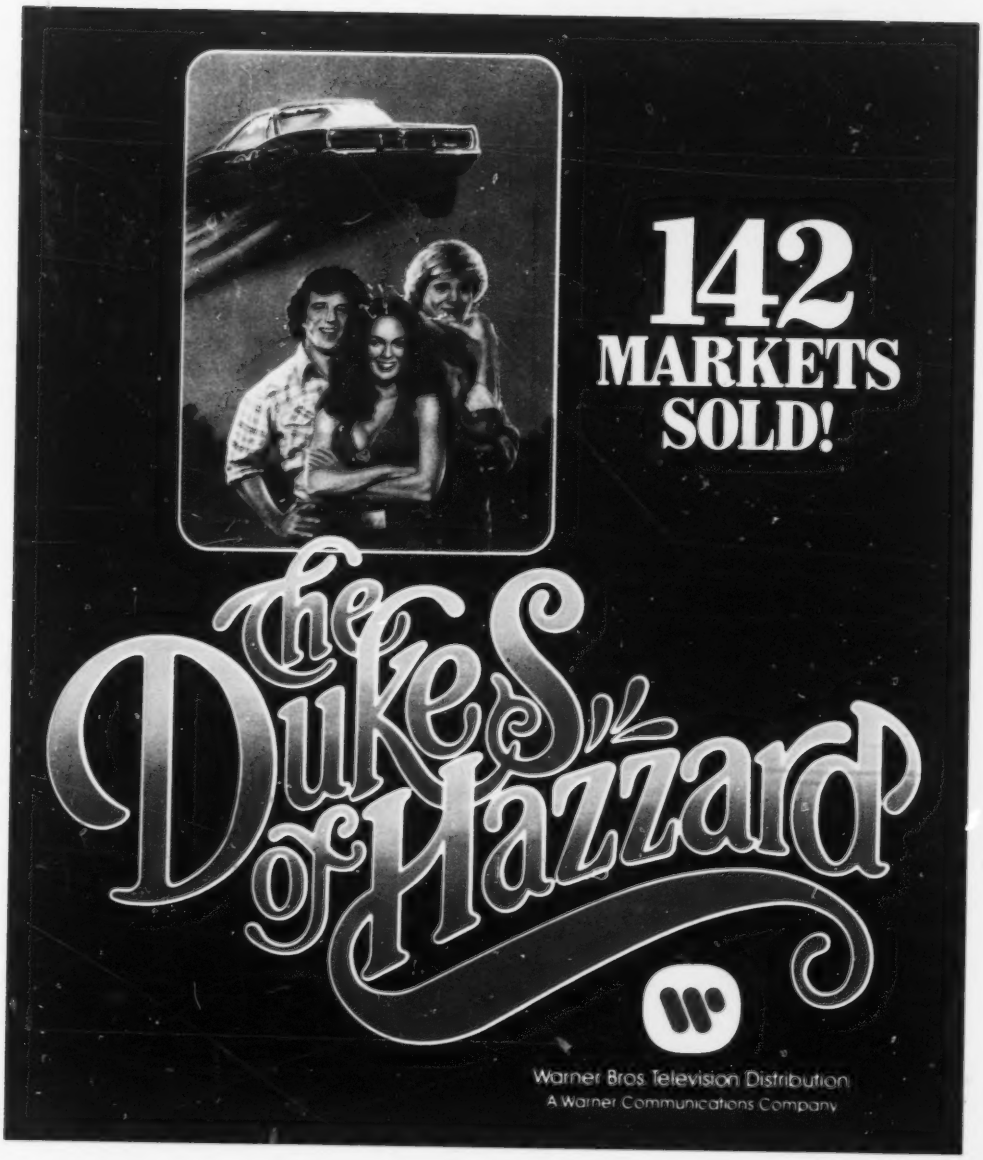
The Fifth Estate

Broadcasting Jul 30



20814SRI A06681 S1A JUN/85
SRI ACQ
CONGRESSNL INFO SRV
4520 EAST-WEST HWY
BETHESDA MD 20814

53d Year 1984

FCC widens gates on ownership □
Olympian coverage for ABC

Vol. 107 No. 5

Broadcasting Jul30

FCC raises broadcast ownership limits to 12-12-12
ABC begins marathon summer Olympics coverage
Revised docket 80-90 listings

NEW BALLGAME □ FCC votes 4 to 1 to raise the limits on broadcast station ownership to 12 AM's, 12 FM's and 12 TV's. All limits will be lifted beginning in 1990. **PAGE 27.**

INDUSTRY REACTION □ Brokers and major group owners say ownership rule change is beneficial. Many see radio expansion in major markets and brisk television activity even below top 10 markets. Some in Congress object to lifting limits. **PAGE 29-30.**

SELLING TIME □ Many ABC affiliates have had to discount time in order to sell summer Olympics availabilities. Network and O&O's nearly sold out. **PAGE 31.**

HILL AIRING □ Course of U.S. internationcal telecommunications policy is debated in Hill hearings. **PAGE 33.**

REVISED 80-90 □ FCC releases revised list of markets for FM assignments in docket 80-90 proceeding. **PAGE 36.**

FREE THE BIRDS □ Appeals court backs direct broadcast satellite service but differs with FCC over extent existing broadcasting regulations would apply to new service. **PAGE 38.**

RATINGS BONANZA □ Coverage of Democratic national convention by three commercial networks proves to be fruitful for independents running mix of programing. **PAGE 44.**

ON TOP □ Despite weak numbers in its convention coverage, NBC wins prime time ratings race for week. **PAGE 46.**

CO-OP RUNDOWN □ Radio Advertising Bureau releases survey of co-op advertising showing where the dollars come from and who uses them. **PAGE 50.**

COVERAGE MARATHON □ ABC, with tons of technological gear in place, begins coverage of summer Olympics. Network's chore is to showcase 221 events from some 30 locations, with up to 15 events occuring simultaneously. **PAGE 53.**

LOGGING IN □ Attorneys for General William Westmoreland rebut arguments by CBS for summary dismissal of libel case he brought against company for network documentary. **PAGE 55.**

RUNOVER RESERVATIONS □ CBS affiliates send letter to CBS News chief Ed Joyce, asking network to be mindful of convention coverage runovers into local news periods. **PAGE 55.**

CHECKING IN □ Young & Rubicam announces plans to drop in on television stations unannounced to verify commercial use. **PAGE 56.**

NO DRY RUN □ Conference of state legislators votes against banning of alcohol advertising during sporting events. **PAGE 59.**

DOING IT ALL □ "I've got the best job in Harte-Hanks," says Bill Moll, president and chief executive officer of Broadcasting and Entertainment. **PAGE 79.**

INDEX TO DEPARTMENTS

Business Briefly 10	**Editorials** 82	**Journalism** 55	**Programing** 44
Cablecastings 9	**Fates & Fortunes** 75	**Law & Regulation** 36	**Riding Gain** 50
Changing Hands 56	**Fifth Estater** 79	**The Media** 50	**Stock Index** 48
Closed Circuit 7	**For the Record** 60	**Monday Memo** 14	**Technology** 53
Datebook 18	**In Brief** 80	**Open Mike** 22	

Broadcasting (ISSN 0007-2028) is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue $2 except special issues $3.50 (50th Anniversary issue $10). Subscriptions, U.S. and possessions: one year $60, two years $115, three years $160. Canadian and other international subscribers add $20 per year. U.S. and possessions $170 yearly for special delivery, $100 for first-class. Subscriber's occupation required. Annually: *Broadcasting* □ *Cablecasting Yearbook* $80. *Across the Dial* $6.95. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year $55). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 ($37/yr.). Postmaster please send address corrections to *Broadcasting*, 1735 DeSales St., N.W. Washington, D.C. 20036.

INDEX TO ADVERTISERS Ampex Corp. 45 □ Associated Press Broadcast Services 10 □ AT&T Third Cover □ Blackburn & Co., Inc. 56 □ Blair RAR, Inc. 20-21 □ Blair Television 49 □ BMI 51 □ Bristol-Myers Second Cover, 40-41 □ CBS News 36 □ CBS RadioRadio 47 □ Chapman Associates 59 □ Classified Ads 65-74 □ Columbia Pictures Television 4-5 □ Continental Electronics 75 □ Conus Communications 26 □ Duncan Media Enterprises, Inc. 52 □ Extravision 11 □ Gabriel Awards 8 □ Gammon & Ninowski Media Brokers, Inc. 58 □ Heller-Oak Communications Finance Corp. 57 □ Independent Television Sales 23 □ Katz Independent Television 37 □ KTVI Fourth Cover □ MCA TV 24-25 □ Metromedia Producers 42-43 □ Multimedia Entertainment 39 □ Norpack Corp. 13 □ Professional Cards 63 □ Satellite Music Network 6 □ Services Directory 62 □ D.L. Taffner Syndication 12 □ Telepictures Corp. 16-17 □ Warner Bros. Television Distribution Front Cover □ WIVB-TV 15 □ York Radio Network 50 □

said it was a "terrible and destructive decision." He said it was "an abdication of [the FCC's] public-interest responsibility to preserve the competitive market structure in broadcasting and to insure a multiplicity of information sources for the public. The encouragement of ownership concentration totally contradicts the [FCC's] actions over recent years of licensing new broadcast outlets to provide greater diversity."

How will market react to new limits?

Broadcasters and brokers see increase in acquisitions by groups now close to or at their limit; radio and UHF look to be especially sought after

Broadcasters who had been wondering what the FCC was going to do about its rules limiting radio and television station ownership had that question answered last week (see page 27), but some new ones were raised in the process: Will the rulemaking pass the inspection of the courts and Congress, and what will happen in the marketplace?

Cincinnati-based station broker Ted Hepburn believes the 12-12-12 action will have some bearing on sales volume but not a lot in the near term. He looks for a major merger between group owners at some point in the next year or so and would be "surprised" if the network companies don't attempt to buy one of their affiliates in markets like Dallas, Washington or Houston.

Hepburn believes the new policy may hurt rather than help the fortunes of UHF's. They no longer represent the only option for a buyer seeking to fill out the last two places in his portfolio, although they may still represent the only way a buyer can get into a particular market.

Hepburn's positive stance on prospective buying activity follows his experience that "a more active marketplace tends to push up prices." Sellers, he believes, are more inclined to sell if they think there are more buyers in the market.

Both brokers and group owners suggested the rule change will benefit the industry in two respects. First and most obvious is that those broadcasters who wish to expand will be able to do so. Cecil Richards, a Falls Church, Va.-based station broker, pointed out that the decision helps others besides those with seven stations: "In some cases those with five or six stations have not filled out because they had been waiting for certain individual markets but now that there is a wider world out there, they too may be looking more actively." Roughly speaking there are nine group owners that have seven AM's, 16 with seven FM's and 15 with seven TV's.

There are also some minor, but measurable, economies of scale that come with a larger group of properties. Douglas McCorkindale, vice chairman and chief financial officer of Gannett Co. and president of that company's diversified media division, said: "You can strike a better deal if you can deliver more markets; that's been true whether you own two stations, or seven or 12. You do have some bargaining possibilities there. Even in second-run syndication sometimes there are savings in purchasing.... There are also some savings in equipment purchasing if you're buying a whole bunch of cameras and tape. While they are not big, they give you some help."

Another possible advantage is the increase in ad revenues from greater coverage. Whereas the top seven television ADI's cover 26% of all television households according to Arbitron, the top 12 ADI's cover 34.3%.

Who will the buyers be? Dudley Taft, president and chief operating officer of Taft Broadcasting, replied: "I think just about everyone I know of, with the possible exception of Storer or Metromedia. The leveraged buyout [$167.5-million sale of Taft's domestic theme parks operations] is intact, our debts are down and we have a good debt-to-equity ratio. We could be competitive for any one station in the $200 million to $250 million range.... We are making some moves on the radio side. We like stations between the 30th and the 10th markets and tend to stay away from the great big markets where they are so competitive. The prices really haven't gone up; radio acquisition prices are holding about level."

Mel Karmazin, president of the radio division of Infinity Broadcasting Corp., said his company would be aggressive: "Radio has been a very good business for us, we're doing well in it, and our plans will certainly be to expand rapidly. We have gotten commitments from our senior lenders and they have encouraged us. I also have things on the desk, a couple of acquisitions we are considering right now... I've been offered stations in every top 10 market that we're not currently in."

In the television station marketplace the big question is not who the buyers are but who the sellers will be. Those who have been active in the market recently said there are currently no VHF stations in the top 20 markets for sale and only a handful of attractive UHF properties that might be pried lose. Some of the latter are stations that formerly carried subscription programing. Cincinnati-based station broker, R.C. Crisler, said: "There will be more of a demand for independents by people who know that business." Large group owners that already operate independents and are in a position to take advantage of the new limit include Taft (three independents), Capital Cities (two) and Cox (three). Thomas Murphy, chairman of Capital Cities, confirmed that view: "I would think that you would see a lot of public companies buying additional UHF stations because they are available and because they are in bigger markets." UHF stations in the Chicago and Miami markets are rumored to be up for sale.

Dick Blackburn, who has brokered many FM station transactions for Blackburn & Co., seconded the impression of several other industry executives that the greatest impact would be felt first in television: "Dollars aside, I think it is easier to compile a group of television stations. They are a little more alike than radio stations and are a little less management intensive. Radio is a little harder than television to keep all the balls in the air and its not always advisable to build a big group." Blackburn said he was working on at least one deal that would put a group owner over the seven-station limit.

Station broker Howard Stark said he expects a lot of the action to be in the secondary markets, below the top 40. "I think it will shake some stations out in the top markets but there are not going to be major deals because major stations are all owned by group broadcasters who would only sell to upgrade, and now they don't have to upgrade. They all have plenty of money and it's going to be very interesting to see what happens." Gannett's McCorkindale agreed that there might be buying activity outside the largest markets: "With the rules change, the definition of major market might be broadened so that, for instance, you would look at something in the top 50 compared to the top 20. You can broaden your horizon because it's not always a trade-up question."

TV station broker Ron Ninowski thinks some big groups may soon absorb smaller ones: "I could see a Taft coming alongside a Midwest Television or a Capcities coming alongside a Pompadour (Television Station Partners), speaking hypothetically. The reason that I throw that out is that I am working with three or four major groups wanting to do that and I'm looking for smaller groups that might have one or two stations in larger markets that they [major groups] can bring in and give them a percentage of stock in the company."

Ninowski has a lot of company looking for sellers. Burt Harris, president of Harriscope Broadcasting Corp., owner of two AM's, one FM and six TV's, said his phone has been busy lately: "I have had a number of people calling in the past few months asking if we would sell our Chicago or Los Angeles outlets; people who we wouldn't have gotten calls from before because they were up against the limit. They weren't interested in the stations then because they wouldn't have been at the top of the market." Steve Pruitt, president of UPI Media, which owns three TV's and has construction permits for two more, has had the same experience as Harris: "Since it began heating up about the rule I have been contacted by several large groups. Some of it was broker driven but some of them have been direct contacts. I'm sure they're probably calling everyone in town." Pruitt added that he knew of at least one instance where a group owner at the limit proposed buying a limited partnership interest in a station that, after the rulemaking, could be converted into direct ownership.

The response of the networks to their new opportunity under the rulemaking was pleased but subdued. ABC's one-line statement said: "We agree with and are very pleased by the decision." George Schweitzer, vice president of communications for CBS/Broadcast Group, said: "We obviously

applaud this action; this will allow us to participate more directly in the business of broadcasting and that is the important thing." He added, "We have a television stations division under Neil Derrough and he and his people from time to time over the past several years have looked at television properties, which is no secret, and they will continue to look at opportunities as they develop." NBC was slightly more expansive saying, "NBC views today's decision by the Federal Communications Commission as a positive step. The phenomenal growth in the number of broadcast stations over the last three decades clearly compelled a change in the FCC's outmoded ownership rules."

The three networks, most observors agree, would be uninterested in purchasing television stations outside major markets, and are each limited to purchasing their own affiliates. They may find it easier to expand their radio portfolios, because major-market radio stations are more frequently available, and because it would not be a major transgression to buy a station competing against an affiliate since each of the three operates more than one radio network—ABC has six, NBC three and CBS two—and has more than one affiliate in many major markets.

Some buyers and sellers are delaying any activity until the rulemaking is delivered past Congress and the courts. Although station transfer contracts typically give either party the option to end the deal if it does not receive final government approval within an agreed upon time, typically six months, the idea of a protracted uncertainty has led some players to not rely on the rulemaking until all branches of government have had a crack at it. A recent example is H&C Communications, which still intends to spin off WTOK-TV Meridian, Miss., to keep its VHF portfolio at five stations. It recently purchased the two VHF stations of Cowles Broadcasting for $182.5 million (BROADCASTING, July 2), adding to the four it already owned. Sources expect the sale of WTOK-TV to be announced this week. James Crowther, president of the parent H&C Inc., explained: "We committed early on, having asked the question of our FCC counsel. . . . We couldn't be sure until last week that they were going to do it and we are just as concerned that there is going to be litigation challenging that rule and complicating our situation with Cowles. The last thing we wanted to be was hostage to litigation on the rule of seven's when we are trying to close a major transaction."

Another possible deterrent to a flood of station transactions is a prime interest rate now approaching 14%. This is especially true if cash flow multiples, the ratio of a station's sales price to its cash flow, increases as well. (Cash flow is a station's operating profit, after "reasonable" general and administrative expenses, but before deductions for depreciation, amortization, interest and state and federal income taxes. In short, after taking care of bare necessities, the cash a station would have to pay off its debt.) A simplistic relation between interest rates and station price/cash flow multiples is that if a station is sold for $10 million at a multiple of 10 times cash flow of $1 million, and the interest is 10%, the cash flow should ideally cover the yearly interest payments of $1 million. If the price increases to $14 million, a multiple of 14, then it would take a reduction of interest rates to 7% for the cash flow to cover payments. What some industry observers seeing happening is that both interest rates and multiples will continue at high levels, and perhaps increase. This situation would especially affect public companies where any shortfall in cash flow would have to be taken out of earnings. Taft noted that his company had made what he considered an "aggressive" bid for the Cowles properties but he felt that one reason the bid was not good enough was that the privately owned bidders, including H&C, were free from the constraints of reporting earnings, would be difficulties. Fred Seegal, managing director of the communications group at Shearson Lehman/American Express, which represented H&C in its winning bid, agreed: "I think the real issue is whether the public companies are going to step up to the plate and deal with the dilution [of earnings] issues." □

Concern arises in Congress over FCC ownership action

Lobbying move by MPAA may be in the offing to block commission action; Hatch, Wirth, Leland among those expressing regret over decision

The FCC's decision last week to raise broadcast ownership limits and ultimately abolish all restrictions in six years has triggered major congressional concern. The issue will be debated in the Senate where key leaders called on the Judiciary Committee to address the antitrust implications of the decision. House members also expressed strong reservations, and asked House Telecommunications Subcommittee Chairman Tim Wirth (D-Colo.) to schedule hearings.

Wirth, in a letter sent prior to the commis-

New lease on life

The following station groups have a full complement of either AM, FM or TV stations under the FCC's old rules, indicated by boldface numbers. An asterisk (*) indicates five VHF's. List includes proposed sales.

Station group	AM's	FM's	TV's
ABC	5	**7**	**5**
Allbritton	0	0	**5***
Bahakel Communications	6	5	**7***
Belo	2	2	**5***
Beasley Broadcast Group	6	**7**	0
Bonneville International	5	**7**	2
Capital Cities Communications	6	6	**7***
CBS	6	**7**	**5***
Chris-Craft Industries	0	0	**5***
Community Pacific Broadcasting	**7**	3	0
Cosmos Broadcasting	2	2	**6***
Cox Communications	5	**7**	**7***
First Media	3	**7**	0
Forum Publishing	2	1	**5***
Gannett	**7**	**7**	**6***
Gaylord Broadcasting	2	1	**7**
Gillette Communications	0	0	**5***
Great Scott Stations	**7**	5	0
Greater Media	5	**7**	0
Hatch Stations	6	6	**7***
H & C Communications	0	0	**5***
Hearst Broadcasting Group	4	3	**5***
Infinity Broadcasting	4	**7**	0

Station group	AM's	FM's	TV's
Knight-Ridder	0	0	**6***
Kohlberg Kravis & Co. (Wometco and KTLA)	0	0	**7***
LIN Broadcasting	5	5	**7**
Lotus Communications	**7**	**7**	0
Meredith Broadcasting	1	1	**7**
Metromedia	6	6	**7***
Mid-West Family Stations	**7**	**7**	0
NBC	3	5	**5***
Park Communications	**7**	**7**	**7***
Pulitzer	1	1	**7***
Rockefeller Center	1	4	**5***
Scripps-Howard Broadcasting	3	4	**7***
Sentry Broadcasting	**7**	6	0
Shores Broadcasting	4	**7**	1
Sterling Recreation Organization	**7**	5	0
Stoner Broadcasting System	5	**7**	0
Storer Communications	0	0	**7***
Susquehanna Broadcasting	6	**7**	0
Taft Broadcasting	6	**7**	**7***
Times Mirror Broadcasting	0	0	**7***
Universal Broadcasting	**7**	4	0
Westinghouse Broadcasting & Cable	6	5	**6***

following two days. All three carried full prime time coverage leading out of the early evening network newscasts. During the Democratic convention of 1976, CBS and NBC each gave over two hours between 1 p.m. and 6 p.m. on the first day and substantially all of the afternoon on the second day to live coverage of the convention. (ABC had a half-hour in daytime on the first day). In 1972, CBS and NBC each broadcast about a half-hour of daytime coverage on different days during the Miami Democratic convention. And although ABC abstained from daytime coverage of the Democratic convention in 1968, CBS and NBC gave at least one hour on the first day and five-and-a-half hours in the afternoon on the second day. All that daytime coverage was in addition to prime time coverage that usually began at 7 p.m. and extended into the early morning hours.

As far as viewership levels were concerned, there were high points and low points over the four nights. According to David Poltrack, vice president of research at CBS/Broadcast Group, some of the high points were Governor Mario Cuomo's keynote address on Monday night, the Rev. Jesse Jackson's Tuesday night speech and Mondale's acceptance speech on Thursday night.

The highest rated part of the four-day convention, Poltrack pointed out, was Jackson's speech on Tuesday night (July 17). In the preceding half-hour before Jackson spoke (9:30-10), Poltrack reported, the combined rating/share was 23.4/42. Jackson began speaking at 10:05, and in the following half-hour the combined rating/share rose to 25/47 before peaking between 10:30 and 11 at 27/50. Jackson ended his speech at 10:55.

On Monday, the combined network rating/share for the first half-hour was 20/42. During the second half-hour, when former President Jimmy Carter spoke from 9:34 to 9:42, the combined rating/share averaged 19.5/36. The rest of the evening saw the numbers gradually climb again, ending with a 22/41 between 10:30 and 11.

Wednesday and Thursday nights were considerably more stable. The first half-hour of Wednesday night averaged a combined 43 share, and although it sank as low as 34 between 10 and 10:30, the following half-hour closed with a combined average 44 share. The combined ratings/share grew steadily each half-hour on Thursday night, reaching a 25.3/45 during Mondale's acceptance speech between 10:01 and 10:35. In the final prime time hour, from 10:30 to 11, the combined rating/share increased to 25.1/46.

Good News For Indies

Across major markets, independent stations outperformed network affiliates. In New York, for example, over the four-day convention period (July 16-19), the combined average rating/share of the three independent New York stations grew in Nielsen from 15.1/30 at 8-9 to 26.2/44 at 9-10 before falling back to 23.8/41 at 10-11. The combined average affiliate rating/share dropped from 26.9/53 at 8-9 to 21.2/35 at 9-10 before climbing slightly to 22.4/38 at 10-11. Baseball on WOR-TV over the first three nights of the week (*Mets vs. Astros*) averaged between an 18 to 21 share in both Arbitron and Nielsen, surpassing the shares pulled by any of the network-owned stations.

In Los Angeles, the four independents on Monday night claimed a 61 share of the audience between 6 and 8, compared to a 28 share for the three network-owned affiliates. On Tuesday night at 6-8 the independents had a 59 share, while the network stations pulled a 37. On Wednesday, from 6 to 11, the independents still were able to garner a 51 share to the networks' 40. Thursday, the last night of the convention, Los Angeles independents collected a 60 share between 5:30 and 8 compared to a 36 by the affiliates.

Metromedia's KTTV(TV) carried Los Angeles Dodgers games in the above periods over the four nights and averaged a 24 share, which on all but Wednesday added up to more viewers than two O&O's combined.

In Chicago, WGN-TV and WFLD-TV drew a combined average share of 43 between 7 and 10 on Monday through Thursday, according to Nielsen, compared to the combined average share of 41 for the O&O's. WGN-TV ran Operation Prime Time's *Nadi* between 7 and 9, and it averaged a 35 share in both Arbitron and Nielsen—a share greater than that attracted by the three network-owned stations combined. And in Philadelphia, over the four nights the independent WTAF-TV averaged a 14.2/25 between 9 and 11 in Arbitron with Philadelphia Phillies games and *Starsky & Hutch*. WPVI-TV, the ABC affiliate, was runner-up with an average 9.5/15 over the same period, but independent WPHL-TV was third with an average 7.9/14. Following were CBS-owned WCAU-TV, which averaged a 7/12, and the NBC affiliate, KYW-TV, which averaged a 4.9/9.

CNN, which next to C-SPAN provided the nearest thing to gavel-to-gavel coverage, also reported that its ratings benefitted from political convention coverage. Terry Segal, director of research at Turner Broadcasting System, said that CNN nearly tripled its average performance over the same period in June. CNN was on the air with live convention coverage between 5 and 11 on Monday, 3 p.m.-1 a.m. on Tuesday, 3:30 p.m.-2 a.m. on Wednesday, and 4-11:30 p.m. on Thursday. During the time, Segal said, CNN averaged a 1.7/4 within the CNN universe, which is equivalent to an average of 470,000 homes. He said that compared to an average 166,000 homes for the same period in June. The highest rated segment on CNN, he explained, was Gary Hart's Wednesday night speech, which delivered an average 3.6/6 within the CNN universe, or just under one million homes. □

NBC wins week in spite of convention

Although it didn't win the ratings in coverage of the Democratic convention (see page 44), NBC still managed to come in first in the prime time ratings for the week ended July 22. NBC won the week, according to Nielsen, on the strength of Tuesday and Friday nights where repeats of regular series swept it to victory (NBC still came in third on three nights).

NBC won the week, averaging a 9.4/19 compared to a 9.1/18 for CBS and an 8.9/18 for ABC. ABC came in first on Wednesday and Saturday, CBS won Monday, Thursday and Sunday. The combined rating/share for the week was 27.4/55 compared to a 35.9/70.2 for the same period last year, representing nearly seven million fewer television households. During the week a year ago, however, there was no political convention coverage—traditionally a lower draw than entertainment programing.

Rank	Show	Network	Rating/Share
1.	A-Team	NBC	15.8/31
2.	Trapper John, M.D.	CBS	14.6/28
3.	Alice	CBS	14.2/27
4.	60 Minutes	CBS	13.6/32
5.	Love Boat	ABC	13.4/27
6.	The Haunting Passion	NBC	13.4/26
7.	Fantasy Island	ABC	13.2/27
8.	Sorrow & Mrs. King	CBS	12.7/25
9.	Shogun	NBC	12.5/24
10.	Jeffersons	CBS	11.6/22
11.	Midnight Express	ABC	11.4/22
12.	Gimme a Break	NBC	11.3/25
13.	Hardcastle & McCormick	ABC	10.6/22
14.	Diff'rent Strokes	NBC	10.5/25
15.	Knight Rider	NBC	10.5/22
16.	Silver Spoons	NBC	10.3/23
17.	Dallas	CBS	10.3/20
18.	T.J. Hooker	ABC	10.1/23
19.	Dukes of Hazzard	CBS	10.1/22
20.	Mister	NBC	9.7/22
21.	Mama's Family	NBC	9.6/20
22.	Roosters	NBC	9.6/20
23.	Falcon Crest	CBS	9.6/19
24.	Jennifer Slept Here	NBC	9.5/21
25.	TV Bloopers & Practical Jokes	NBC	9.5/19
26.	Double Trouble	NBC	9.4/22
27.	Fall Guy	ABC	9.2/19
28.	Dem. Convention, Tues.	CBS	8.9/17
29.	Dem. Convention, Wed.	ABC	8.9/17
30.	People are Funny	NBC	8.8/18
31.	Dem. Convention, Thurs.	CBS	8.7/17
32.	Dem. Convention, Tues.	NBC	8.7/16
33.	Walter	CBS	8.6/17
34.	Three's Company	ABC	8.5/16
35.	Happy Days	ABC	8.3/18
36.	Hart to Hart	ABC	8.3/16
37.	20/20, Mon.	ABC	8.3/16
38.	Dem. Convention, Mon.	CBS	8.2/15
39.	Fri. Night Baseball	ABC	8.1/16
40.	Dem. Convention, Tues.	ABC	7.8/15
41.	Tipley's Believe It or Not	ABC	7.6/18
42.	Dem. Convention, Thurs.	ABC	7.6/15
43.	Goodnight, Beantown	CBS	7.5/16
44.	Second Edition	CBS	7.4/14
45.	Dem. Convention, Wed.	NBC	7.4/14
46.	Chariots of Fire	CBS	7.3/15
47.	Dem. Convention, Wed.	CBS	7.2/16
48.	Bloops, Bleeps & Blunders	ABC	7.2/14
49.	Four Seasons	CBS	6.9/14
50.	Dem. Convention, Thurs.	NBC	6.9/13
51.	Dem. Convention, Mon.	ABC	6.8/13
52.	Fri. Night Baseball, Pregame	ABC	6.6/16
53.	One Day at a Time	CBS	6.6/14
54.	Dem. Convention, Mon.	NBC	6.2/12
55.	Crossroads	CBS	6.8/12
56.	Mama Malone	CBS	4.9/11
57.	Summer Sunday USA	NBC	3.2/7

*indicates premiere episode

Fitzgibbons is GM of Auburn station. Filed July 16.

■ KXRA-AM-FM Alexandria, Minn. (AM: 1490 khz; 1 kw-D; 250 w-N; FM: 92.7 mhz; 3 kw; HAAT: 150 ft.)—Seeks transfer of control of Alexandria Communications Corp. from estate of R.E. Hines Sr. (100% before; none after) to KXRA Inc. (none before; 100% after) for $722,000, comprising $190,000 cash and remainder note at 10%. Seller is owned by estate of Robert E. Hines; his son, Robert E. Hines Jr., and his wife, Kathryn, who have no other broadcast interests. Buyer is principally owned by Marvette Hagevik, who also owns WRDN-AM-FM Durand, Wis. File d July 19.

■ WKKE(AM) Pearl, Miss. (1180 khz; 10 kw-D 5 kw-N)—Seeks assignment of license from Mid South Media Inc. to Buchanan Broadcasting Co. for assumption of $348,000 debt to First National Bank of Jackson, Miss. Seller is principally owned by Pamela K. Clark, and her husband, W. Earl Clark. They also have application for new TV in Magee, Miss., and app. for LPTV in Pearl, Miss. Buyer is owned by Robert M. Buchanan, who owns Buchanan Investments Inc., Jackson, Miss.-based investment banking firm. He has no other broadcast interests. Filed July 17.

■ KMMJ(AM) Grand Island, Neb. (750 khz; 10 kw-D)—Seeks assignment of license from KMMJ Inc. to Clinton Broadcasting Co. for $855,000, cash, including $200,000 noncompete agreement. Seller is subsidiary of Forum Publishing Co., Fargo, N.D.-based publisher of Wilmar, Minn., *West Central Daily Tribune*, and Fargo, N.D., *The Fargo Forum*, and station group owning one AM, one FM and five TV's. It is headed by William C. Marcil. Buyer is owned by Randall K. Boesen, who owns KFMO(AM) Flat River, Mo. Filed July 18.

■ WPCQ-TV Charlotte, N.C. (ch. 36; ERP vis. 100 kw; aur. 10 kw; HAAT: 1,354 ft.; ant height above ground: 1,405 ft.)—Seeks assignment of license from Group W Television to Channell 36 Inc. for $24,250,000, comprising $17 million cash, and $7,250,000 note at 12% payable five years after closing. Seller is subsidiary of Westinghouse Broadcasting and Cable Inc., which owns six AM's, five FM's and six TV's. Buyer is owned by Leon Levy, Jack Nash, Lester Pollack, Martin Rabinowitz and 50 others. They form Odyssey Partners, who own WTXX(TV) Waterbury, Conn., WPMT-TV York, Pa.; WTSG(AM) Albany, Ga., and WDZL(TV) Miami, and have interest in The Essex Group, cable MSO operating 53 systems. Filed July 12.

■ WRCW(AM) Canton, Ohio—Seeks transfer of control of Arcey Broadcasting Inc. from Raymond W. Crowl (50% before; none after) to Ronald D. Colaner (50% before; 100% after) for $40,200 cash and assumption of debts. Seller and buyer have no other broadcast interests. Filed July 16.

■ KDOR(TV) Bartlesville, Okla.—Seeks assignment of license from Lea Country Television to Tri-State Christian T.V. for $245,000 cash. Seller is principally owned by W.H. Gresham, app. for new TV in Gallup, N.M. He has also purchased KDCD-TV Midland, Tex. ("For the Record," Sept. 5, 1983). Graham is publisher of *Leader*, Lovington, N.M., daily newspaper. Buyer is nonstock nonprofit corporation headed by Garth Counce, president. It also owns WAQP(TV) Saginaw, Mich., and WWTO(TV) LaSalle, Ill. and WTCT-TV Marion, Ill. Filed July 12.

■ KECO(FM) Elk City, Okla. (96.5 mhz; 100 kw; HAAT: 500 ft.)—Seeks assignment of license from Ronca Broadcasting Co. to John B. Walton for $575,000 cash. Seller is owned by Ron Sewell, Elk City, Okla., farmer with :o other broadcast interests. Buyer was owner of KIKX(AM) Tucson, Ariz., whose license was denied by FCC in 1980 ("For the Record," June 16, 1980), for news staging, hoax broadcasts and failure to exercise adequate control over station operations. He also owns KIDD(AM) Monterey, Calif.; KDJY(AM)-KBUY-FM Amarillo, Tex., and KWST(FM) Carmel, Calif. Filed July 16.

■ KADS(AM) Elk City, Okla. (1240 khz; 1 kw-D; 250 w-N)—Seeks assignment of license from Beckham Broadcasting Co. to John B. Walton for $375,000 cash. Seller is owned by Howard McBee, who also owns KRPT-AM-FM Anadarko, Okla. Buyer is also purchasing KECO-FM Elk City, Okla. (see above).

■ KHUG-AM-FM Medford, Ore. (AM: 1300 khz; 5 kw-U)—Seeks assignment of license from KHUG Inc. to Rogue River Radio Ltd. Partnership for no less than $500,000, comprising $50,000 down payment, and remainder note. FM station is unbuilt CP, in agreement purchase price is determined by gross income of stations for three-year period after closing. Seller is owned by Donald E. Smullen, who also owns KLOO(AM)-KFAT(FM) Corvallis, Ore., KPRB-AM-FM Redmond, Ore., and is app. for new TV in Caldwell, Idaho. He also has interest in KIPO-AM-FM Lihue, Hawaii. Buyer is owned by Barry D. Wood, attorney with Washington communications law firm of Wiley, Johnson & Rein. He has no other broadcast interests. Filed July 12.

■ WRHI(AM) Rock Hill, S.C. (1340 khz; 1 kw-D; 250 w-N)—Seeks assignment of license from Radio Dixie Inc. to Our 3 Sons Partnership for $650,000, comprising $110,000 cash and remainder in note. Seller is owned by Theodore H. Gray who also owns WFLB(AM) Fayetteville, N.C. Buyer is owned by Manning H. Kimmel IV and David N. Aydelotte, who also own WCBC(AM) Cumberland, Md.

■ KTXA(TV) Fort Worth (ch. 21; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,609 ft.; ant. height above ground: 1,529 ft.)—Seeks assignment of license from Channel 20 Inc. to HOU-GBC Corp. for $64,375,000 plus $12,875,000 if operating profit for first year equals or exceeds $12 million and $18,025,000 if profit exceeds $16 million. If sale is not closed by Dec. 31, price will be increased by $1,545,000. Seller is principally owned by Sidney Shlenker, chairman, Milton Grant, president, and eight others. Buyer is subsidiary of Gulf Broadcast Group, station group of two AM's six FM's and three TV's, Alan Henry, president. It has also purchased KXTH(TV) Houston (see below). Filed July 16.

■ KTXH(TV) Houston (ch. 20; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,807 ft.; ant. height above ground: 2,000 ft.)—Seeks assignment of license from Channel 20 Inc. to HOU-GBC Corp. for $60,625,000, plus $12,125,000 if profit for first year after closing equals or exceeds $12 million and $16,975,000 if profit exceeds $16 million. If sale is not closed by Dec. 31, price will be increased by $1,455,000. Principals have also sold KTXA(TV) Fort Worth (see above). Filed July 16.

■ KRPM(FM) Tacoma, Wash. (106.1 mhz; 100 kw; HAAT: 700 ft.)—Seeks assignment of license from by RPM Broadcasting Inc. to Highsmith Broadcasting Inc. for $4 million cash. Seller is owned by Ray Courtmanche, and his wife, Cheri, who have no other broadcast interests. Buyer is owned by William M. Highsmith (51%), Michael J. Schweitzer (20%) and Ivan E. Braiker (29%). Highsmith is president of Highsmith Co., Phoenix-based library supply firm and has no other broadcast interests. Schweitzer is general manager of WCPX-TV Orlando, Fla., and VP of Outlet Communications Inc., Providence, R.I.-based station group owning one AM, four FM's and four TV's. Braiker is senior VP with subsidiary of Sunbelt Communications Inc., Colorado Springs-based station group owning two AM's and four FM's. They have also purchased KLHT(AM)-KREM-FM Spokane, Wash. ("Changing Hands," June 9). Filed July 16.

Actons

■ WLVE(FM) Miami Beach, Fla. (93.9 mhz; 100 kw; HAAT: 600 ft.)—Granted assignment of license from Community Service Broadcasters Inc. to Gilmore Broadcasting Corp. for $10.5 million cash, including $250,000 noncompete agreement. Seller is headed by Alan Margolis, president. It also owns WMBM(AM) Miami Beach. Buyer is owned by James S. Gilmore Jr. (91.82%) and his sister, Gail Gilmore Smith (8.06%). It is Kalamazoo, Mich.-based owner of WSUA(AM)-WPOQ(FM) Harrisonburg, Va.; KODE-TV Joplin, Mo.; WHET(TV) Evansville, Ill.; WREX(TV) Rockford, Ill., and Western Ohio Cablevision. It recently sold KODE(AM) Joplin, Mo., (see below). Action July 5.

■ KORL(AM) Honolulu (650 khz; 10 kw-U)—Granted assignment of license from O'Day Broadcasting to Pacific Broadcasting Corp. for $790,000 cash. Seller has no other broadcast interests. Buyer is owned by Michael L. Jordan (48%), treasurer of Jordan Investments; Mary P. Heller (23%), president of Heller Securities, Dallas-based investment firm; Ronald B. Poock (21%), Boston attorney, and two others. They have no other broadcast interests. Action July 12.

■ WCTW(AM)-WMDH(FM) New Castle, Ind. (AM: 1550 khz; 250 w-U, FM: 102.5 mhz; 50 kw; HAAT: 500 ft.)—Granted assignment of license from Delta D Inc. to Mohr-Engledow Broadcasting Inc. for $1,150,000 comprising $1,050,000 cash and $100,000 noncompete. Seller has no other broadcast interests. Buyer is owned by K. Stephen Mohr (51%); his wife, Irene (19%), and Mark E. Engledow (30%). Mohr is account manager and Engledow is sales manager at WIBC(AM) Indianapolis. Action July 12.

■ KXOF(FM) Bloomfield, Iowa (106.3 mhz; 3 kw; HAAT: 295 ft.)—Granted assignment of license from Fox River Broadcasting Inc. to BLEWHS Inc. for $100,000 cash. Seller is in receivership. Buyer is owned by Keith Burnam, Ralph V. Lawson, James H. Ensminger, Wilton L. Wilkinson and Robert C. Hockersmith, all 20%. They have no other broadcast interests. Action July 10.

■ WGAY(AM) Silver Spring, Md. (1050 khz; 1 kw-D)—Granted assignment of license from Greater Media Inc. to Interstate Communications Inc. for $950,000, comprising $300,000 cash and remainder in note. Seller is New Jersey-based MSO, Peter A. Bordes, chairman and chief executive officer. It owns five AM's, seven FM's, eight cable TV systems, and East Brunswick, N.J. *Sentinel-Spokesman*. Buyer is owned by Gary L. Portmess (70%) and his wife, Judith (30%). They also own WHAG(AM)-WQCM(FM) Halfway, Md., and is applicant for new FM in New York City. Action July 6.

■ WMYQ-AM-FM Newton, Miss. (AM: 1410 khz; 500 w-D; FM: 106.3 mhz; 3 kw; HAAT: 158 ft.)—Granted assignment of license from Robert L. Tatum to CRS Broadcasting of Mississippi Inc. for $380,000 cash. Buyer is subsidiary (Lindsey English, president) of Cellular Radio Systems Inc., Kenneth V. Orashan, president. It has no other broadcast interests. Action July 10.

■ KODE(AM) Joplin, Mo. (1230 khz; 1 kw-D)—Granted assignment of license from Gilmore Broadcasting Corp. to Remick Radio Inc. for $288,478, comprising $75,000 cash and remainder note. Seller is owned by James S. Gilmore who owns WSVA(AM)-WQPO(FM) Harrisonburg, Va.; KODE-TV Joplin, Mo.; WEHT(TV) Evansville, Ind., and WREX-TV Rockford, Ill. It also owns Western Ohio Cablevision, and has purchased WLVE(FM) Miami (see above). Buyer is owned by Glenn H. Remick (50%), GM of the station, and his wife, Lesalie (50%), they have no other broadcast interests. Action July 12.

■ KLYQ-AM-FM Hamilton, Mont. (AM: 1240 khz; 1 kw-D; 250 w-N; FM: 95.9 mhz; 1.6 kw; HAAT: 393 ft.)—Granted assignment of license from Alexander Communications Inc. to Bee Broadcasting Inc. Seller is controlled by C.J. Tornabee, trustee in bankruptcy. Alexander Communications is owned by Scott P. Alexander who has no other broadcasting interests. Buyer is owned by Benny Bee, who also owns KJJR(AM) Whitefish, and KBBZ(FM) Kalispell, both Montana. He also has interest in KCTZ(TV) [CP] Bozeman, Mont. Action July 12.

■ KICS(AM)-KEZH(FM) Hastings, Neb. (AM: 1550 khz; 500 w-U, FM: 101.5 mhz; 3 kw; HAAT: 265 ft.)—Granted transfer of control of Tri-Cities Broadcasting from Robert D. Hanna (50% before; none after) to Brian Griffey (none before; 10% after) and Charles R. Cooper (none before; 30% after) for $75,100, comprising $35,100 cash and $45,000 loan to licensee. Seller was originally owned equally by Robert D. Hanna and Edward H. Tricker. They split stock 5 for 1 and Tricker purchased 40% for $45,000 and loan of $10,000 to retain 50%. They also own KROX(AM) Crookston, Minn. Hanna also owns KCLW(AM) Hamilton, Tex. Buyer Griffey is general manager of station. Cooper is Lincoln, Neb., investor with no other broadcast interests. Action July 12.

■ KNYN-FM Sante Fe, N.M. (95.5 mhz; 29.5 kw; HAAT:

Summary of broadcasting
as of June 30, 1984

Service	On Air	CP's	Total *
Commercial AM	4,749	170	4,919
Commercial FM	3,610	418	4,028
Educational FM	1,153	173	1,326
Total Radio	9,512	761	10,273
FM translators	789	444	1,233
Commercial VHF TV	539	26	565
Commercial UHF TV	357	252	609
Educational VHF TV	112	2	114
Educational UHF TV	173	31	204
Total TV	1,181	273	1,454
VHF LPTV	196	74	270
UHF LPTV	87	136	223
Total LPTV	283	210	493
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.